

**LIST OF REFERENCES CITED BY APPLICANT**

(Use several sheets if necessary)



ATTY. DOCKET NO.	SERIAL NO.
100604.0031US	10/018202
APPLICANT	
McEwan, et al.	
FILED DATE	GROUP
December 13, 2001	Not Yet Assigned

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILED DATE IF APPROPRIATE
DL	AA	5,778,367	07/07/98	Automated On-Line Information Service and Directory, Particularly for the World Wide Web	707	10	12/14/95
	BB	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
	CC	5,913,040	06/15/99	Method and Apparatus for Transmitting and Displaying Information Between a Remote Network and a Local Computer	395	200.62	08/22/95
	DD	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
	EE	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
	EE	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
	FF	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97

**FOREIGN PATENT DOCUMENTS**

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

**OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)**

**RECEIVED**

DL	HH	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000, pages 14-16.	MAR 08 2002
DL	II	PR Newswire Association Inc., "Doubledick Debuts New Tool for Testing Creative on the Web", dated May 2002.	Technology Center 2100
	JJ		

EXAMINER	DATE CONSIDERED
<i>[Signature]</i>	9/25/06

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.